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SOFTWARE SUMMIT FOCUSES ON BOOMING MOBILE INTERNET MARKET

(SAN BERNARDINO, Calif.) Still in its infancy, the Internet has already revolutionized the business world and more changes are just around the corner. “Internet use is moving from computers to hand-held devices like the BlackBerry and the iPhone,” said Carl Dameron, president of the Inland Empire African American Chamber of Commerce (IEAACC).

Realizing that many businesses are still behind the curve when it comes to targeting mobile Internet users, the IEAACC is hosting the IE Software Summit. The event is scheduled from **9 a.m. to 3 p.m., May 15**, at **Grier Pavilion, Riverside City Hall, 3900 Main Street, 7th Floor Patio, Riverside**. Admission cost is **\$35 per person**. The Grier Pavilion is an award-winning high-tech venue. The Pavilion, which emphasizes Riverside’s diverse community, features the Center Circle of Inclusion, designed by international artist Dominic Panziera. The Pavilion is shaded by energy-generating solar panels.

The IE Software Summit is also sponsored by [Mixergy](#), [Dameron Communications](#), [The Art Institute of California- Inland Empire](#), [SmartRiverside](#), [Riverside County Auditor Controller Robert Byrd’s Office](#) and [Inland Empire Weekly](#). The summit is part of Smart Riverside’s [IE Tech Week](#) from May 11-15, which features five days of events geared towards technology/software entrepreneurs.

The IE Software Summit is expected to attract software developers from Riverside and San Bernardino counties, Dameron said. “People attending the summit should bring business cards and informational materials on their companies because this will be a great networking event,” Dameron said. “The goal is for local and county workforce development officials to pool their resources to help budding software companies prosper. This will increase the number of high-tech jobs in the Inland Empire.”

The event also features presentations on how to secure \$20,000 from SmartRiverside, and “Meet the Funders,” which introduces software writers to angel investors, lenders and venture capitalists.

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Andrew Warner, founder of Mixergy, a company that provides education and networking opportunities for Internet entrepreneurs, says Southern California is fast-gaining a reputation as a hot bed for technology startups, much like Silicon Valley.

“It’s exciting how many startups are popping up here,” Warner said. “A few months ago a guest at a Mixergy event told me he was working at a big tech company because it was a safe job. Last week, he was laid off because that ‘safe’ company is going through tough times. Now, he is starting his own firm.”

The IE Software Summit’s main presentation is titled, “Getting Ready for the Smart Phone: How to make your website ready for smart phones, PDAs and iPhones.”

According to comScore, a global Internet information provider, the number of Americans using mobile devices to access information online doubled in the last year. ComScore states that 63.2 million people accessed news and information on mobile devices in January 2009, compared to 36.8 million in January 2008.

“This new technology has a huge impact on the business world. An e-commerce site owner needs to ask, ‘Is my site compatible with mobile users?’” Dameron said. “People under the age of 21 access the Internet primarily through mobile devices, whether it’s e-mailing, texting, social networking sites or downloading music. If your web site is not accessible to those consumers, you are missing out on a huge market segment.”

The summit’s keynote presentation will be given by Jason Diehl, Academic Department Director for Web Design & Interactive Media at The Art Institute of California – Inland Empire. Diehl has worked as Web Applications Developer focusing on e-commerce, distance education technology and game design for Lexus Motor Corporation, Warner Bros. Studios and Roadrunner Cable.

For more information about the IE Software Summit call Brenda Erickson at (909) 888-0017 or e-mail her at Brenda@DameronCommunications.com.

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